



THE NEW FIAT 500

THE NEW FIAT 500 ALL ELECTRIC
WELCOME BACK
FUTURE



Welcome to the New electric 500, a new type of mobility: more advanced and technological than ever, but above all simple and pleasant to use. The 500 has conquered the world, and now it will change the future too.

A close-up, high-angle shot of a car's front end. The focus is on the left headlight, which is a multi-lens projector type. Above the headlight is a sleek, curved LED daytime running light. The car's body is a dark, metallic color. The grille is visible at the bottom, featuring a large, prominent chrome kidney-shaped emblem in the center.

A NEW LOOK
AT TOMORROW

LITTLE DETAILS MAKE BIG THINGS HAPPEN

True to its roots and to 500's iconic style, the new electric 500 is more beautiful than ever thanks to a new cleaner, more refined design and subtle lines, with the 500 logo moved to the front to reaffirm its unmistakable personality. Wider and longer than before, it has an even greater on-road presence.



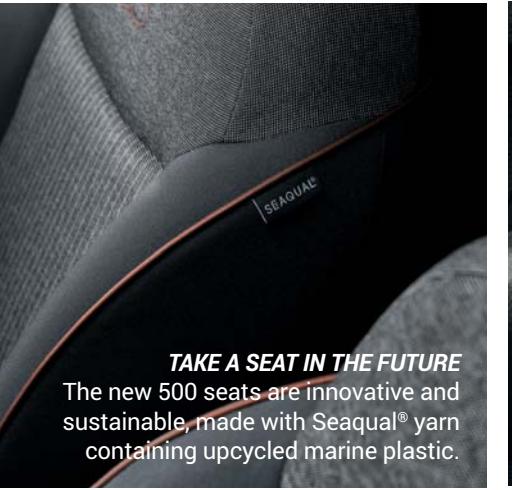
LED INFINITY LIGHT
The look of an expressive eyebrow, thanks to a renewed design and the technology of the future, offering a clearer view of the road.



MORE ROOM FOR CONSCIOUSNESS

Style joins comfort to offer an exclusive driving experience.

All details are inspired by nature, like the seats made with Seaqual® fabric, containing plastic recycled from the sea, and designed to amplify the spaciousness. Furthermore, with the new front armrest with storage and the smartphone holder with wireless charging, everything will find its home.



RECHARGE YOUR EMOTIONS

Designed with nature in mind, and to maintain the joy of life. To do so, the New 500 is built on a completely new 100% electric platform, designed for the next decade.

DRIVING

CHARGING

DRIVING

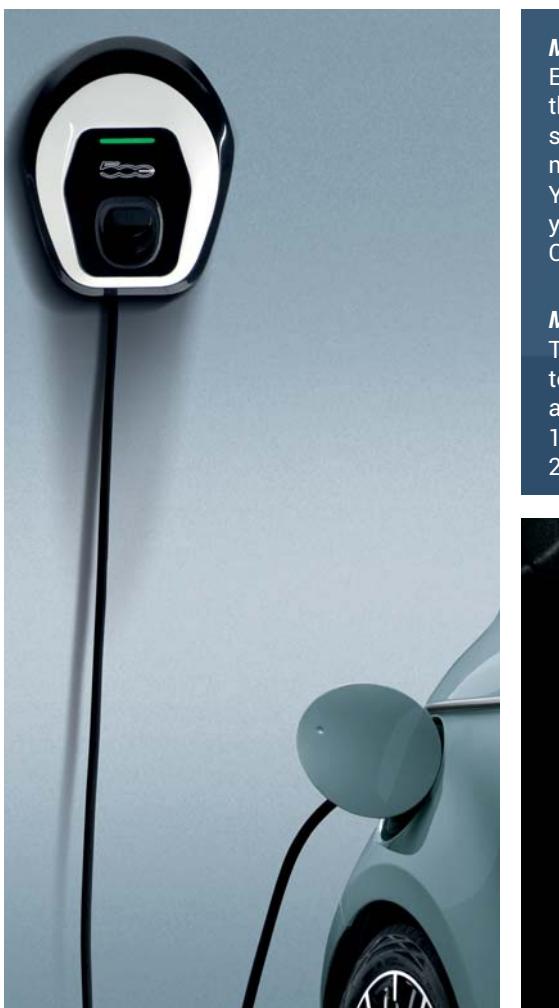
PURE PLEASURE

We choose to overcome all limits by offering top-of-the-segment range and quick, easy to use, charging solutions. To let you enjoy a simple and beautiful lifestyle.



ONLY AN ELECTRIC 500
COULD MAKE A SOUND LIKE THIS:
UNIQUE, JUST LIKE HER.

[LISTEN TO ALL THE 500 SOUNDS HERE.](#)



MY eCHARGE
Enter a world of services to find the nearest public charging station and access charging modes, payments and history. You can also remotely manage your private EasyWallbox or Connected Wallbox from home.



MY EASY CHARGE CARD
The My easy Charge RFID card, together with the My easy Charge app provides access to more than 170,000 charging points in 21 countries across Europe.



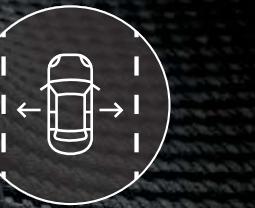
THE BEST TECHNOLOGY FOR A BETTER LIFE

The first city car equipped with a Level 2 Autonomous Driving. The New 500 is able to accelerate, maintain a safe distance, keep you on track, read traffic signs and remind you of speed limits, just like a co-driver.



Intelligent Adaptive Cruise Control

Set the speed and enjoy the ride; New 500 will keep a safe distance and the speed under control for you.



Lane Centering

Just a push of a button to help stay in the middle of the road. This innovative system keeps you on track.



Urban Blind Spot

Thanks to an ultrasonic sensor you will be alerted when there is something to the side and rear.



Drone View (360° Parking Sensors)

11 sensors create a 360° drone view of the car, detecting any obstacles and alerting you about each object's proximity.



Rearview parking camera

The camera will transmit a high-resolution image of whatever is behind you, helping while parking or driving maneuvers.



Autonomous Emergency Braking

The new 500 will brake automatically to limit or avoid potential collision with cars, pedestrians or cyclists.



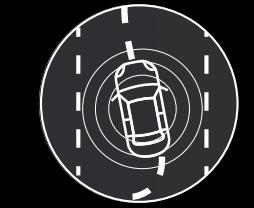
Traffic sign recognition and Speed Advisor

The new 500 detects and recognises traffic signs. With speed limiter activated, the car's speed can be set to the maximum allowed level.



Attention Assist

Signs of fatigue can be detected by the car, advising you to take a break.



Lane Keep Assist

Prevent the unintended crossing of the white lines and always remain on the track.



Emergency Call

In case of emergencies the new 500 will help by making a call that transmits the location and status of the vehicle.

CONNECTED TO YOUR WORLD



The "Cinerama" infotainment system is completely new, projecting you into the future. With a fast, intuitive and easy-to-use 10.25" screen, you can access new content and advanced features, like wireless Apple CarPlay and Android Auto™. Thanks to Ultra-fast Bluetooth®, you will be connected to your devices in less than 5 seconds. Plus, you can enjoy the new 7" digital cluster, wireless mobile phone charging system and radio with built-in navigation.

YOUR NEW 500, IN YOUR SMARTPHONE

Enjoy the best connection, both on board and when you're away from the car. Thanks to the new Fiat app that's more than just an application, it's an advanced ecosystem of applications that, together with Uconnect™ Services, enables you to access a world of possibilities and control your new electric 500, whenever you want and wherever you are.



MANAGE YOUR RECHARGE: MY E-CHARGE

A world of services for the management of the electric charge. Find public charging stations nearby and access features for charging, payments and track charging history. At home you can quickly access your private Wallbox and, thanks to the remote management, get the most out of your connected Wallbox.



24/7 PERSONAL ROAD ASSISTANCE: MY ASSISTANT

Contact a dedicated assistant, or request road side assistance directly from the vehicle's touchscreen or through the FIAT app. Moreover, and in the event of a severe impact, the car will contact emergency services automatically. Alternatively this can be manually done via the SOS button on the ceiling.



SEAMLESS REMOTE CONTROL: MY REMOTE

Locate the position of the car directly from your smartphone. Lock and unlock the doors and check the charging level and schedule the Air Conditioning and the vehicle charging. Alexa integration.



ALL-NEW CONNECTED NAVIGATION: MY NAVIGATION

Share the destination from your app and your vehicle. The display shows your destination, with live traffic, weather updates, speed cameras notifications and points of charge. Your maps are always updated "over the air" with a seamless frictionless experience.



REAL TIME CAR CHECK: MY CAR

Real time information about the status of your car.



MOBILE INTERNET: MY WI-FI

Connect up to 8 devices and access your Amazon Alexa Voice Assistant onboard.



DOWNLOAD THE FIAT APP

STOLEN VEHICLE TRACKING: MY ALERT

In case of theft you will be put in contact with your operator and your car will be tracked to help the police to rescue it.



The new electric 500 comes just the way you want it:
available in Hatchback, and Convertible versions and with different trims
to choose from. All you have to do is find the one that suits you best.

DIFFERENT VERSIONS ALL UNIQUE

ACTION

HATCHBACK ONLY

- 15" Style Wheels
- Halogens Headlights + LED DRL
- Air Conditioning
- Rear Parking Sensors
- Electric Parking Brake
- Keyless Go
- TFT 7" Digital Instrument Cluster
- Smartphone Cradle with Device Integration
- Attention Assist (Drowsiness Detection)
- 4-Way Manually Adjustable Front Seats
- Autonomous Emergency Braking
- Lane Keep Assist
- Traffic Sign Recognition
- E-call (SOS)
- Fast charge 5 kW
- Mode cable (3 kW)
- Up to 15 Mile Range (WLTP Combined Cycle*)

PASSION

HATCHBACK + CONVERTIBLE

- In addition to Action contents:
- 15" Bi-Colour Style Wheels
- 7" Touchscreen Infotainment
- Wireless CarPlay/Android Auto™
- Uconnect™ Services
- DAB Radio
- Automatic Air Conditioning
- 50/50 Split Folding Rear Seats
- Cruise Control
- Mode cable (3 kW)
- Fast charge 8 kW
- Up to 19 Mile Range (WLTP Combined Cycle*)

ICON

HATCHBACK + CONVERTIBLE

- In addition to Passion contents:
- 16" Alloy Wheel
- Eco-leather Steering Wheel
- Passive Entry + Wearable Key
- 10.25" Touchscreen Infotainment with Navigation
- Traffic Sign Information
- Rain Sensor

* WLTP homologation: estimated data provided for information purposes only and subject to current WLTP approval.

** Figure obtained after the battery had been fully charged. The Fiat 500e is a battery electric vehicle requiring mains electricity for charging. Figures shown are for comparability purposes. Only compare electric range figures with other cars tested to the same technical procedures. This figure may not reflect real life driving results, which will depend upon a number of factors including the starting charge of the battery, accessories fitted (post-registration), variations in weather, driving styles and vehicle load.



The exclusive launch edition is also available as a convertible, offering true open air driving, bringing you closer to nature.

TO EACH THEIR OWN FORM OF PERFECTION

LA PRIMA LAUNCHEDITION
HATCHBACK · CONVERTIBLE
In addition to common items:
- 17" Alloy Wheels
- LED Headlights with Auto High/Low Beam
- Kick Plate
- Dedicated plate
- Fiat Monogram Roof (Convertible)/
- Fixed Panoramic Sunroof (Hatchback)
- Eco-Leather Seats with Fiat Monogram
- Electrically Adjustable Door Mirrors with
- Defrost Function
- Electrochromic Rearview Mirror
- 6 Way Manually Adjustable Front Seats
- Front Armrest
- Floor Mats with 500 Logo
- Fiat Co-Drive (Autonomous Driving L2)
- Wireless Mobile Charging
- 360° Camera View (360° Parking Sensors)
- Blind Spot Warning
- Rearview Parking Camera

A MATTER OF STYLE

TECHNOLOGY



RADIO PACK (OPT 3RD)

- 7" Infotainment (07W) • Wireless CarPlay/Android Auto™ (8EW) • Wireless Mobile Charger (RFX) • Uconnect™ Services (RTK) • DAB Radio (RS9) • x1 Front USB Port (Charging, Data Transfer & Screen Mirroring) (0SU)



EYE PARK PACK (OPT 3RI)

- 360° Parking Sensors (XAH) • Blind Spot Warning (XAN) • Rearview Parking Camera (9YN) • Electrically Adjustable Door Mirrors with Defrost Function (041) • 6 speakers (RCG)



FIAT CO-DRIVER PACK PASSION (OPT 3RG)

- Autonomous Driving L2 with Adaptive Cruise Control and Lane Centering (NHT) • 360° Parking Sensors (XAH) • Blind Spot Warning (XAN) • Rearview Parking Camera (9YN) • Traffic sign information (0XR) • 10.25" Touchscreen Infotainment with Navigation (9YT) + 6 speakers (RCG) • Electrically Adjustable Door Mirrors with Defrost Function (041) • Soft Touch Steering Wheel (318)



WINTER & RADIO PACK ACTION (OPT 3RF)

- 7" Touchscreen Infotainment (07W), Wireless CarPlay/Android Auto™ (8EW) • Wireless Mobile Charger (RFX) • Uconnect™ Services (RTK), DAB Radio (RS9) • x1 Front USB Port (Charging, Data Transfer & Screen Mirroring) (0SU) • Heated Front Seats (452) • Heated Windscreen (253) • Electrically Adjustable Door Mirrors with Defrost Function (041)



COMFORT SEATS PACK (OPT 3RJ)

- 6-Way Manually Adjustable Front Seats (JTM) • Front Armrest (132) • Central Console with Closing Sliding Door (467)



CONVENIENCE PACK HB (OPT 3RN)

- Automatic Air Conditioning (140) • Electric Windows (Driver and Passenger's One Touch Up/Down) (038) • Passive Entry + Wearable key (9Z0)



STYLE PACK HB (OPT 3RL)

- Tinted Rear Windows (070) • Floor Mats with 500 logo (396) • Kickplate (018)



MAGIC EYE PACK (OPT 3RK)

- LED Headlamps (5EM) • Auto High/Low Beam (1H2) • Electrochromic Rearview Mirror (410)

ACTION PASSION ICON

COLOUR



ICE WHITE



ONYX BLACK



MINERAL GREY



Monogram Roof



ROSE GOLD



GLACIER BLUE



CLOUD GREY



Blue Roof



OCEAN GREEN



CELESTIAL BLUE



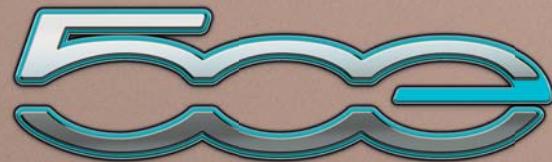
Grey Roof



Black Roof

WHAT COLOUR IS THE FUTURE?

ROOF

The Fiat logo, consisting of the word 'FIAT' in a bold, blocky font with a blue and silver gradient.

www.fiat.co.uk

* The electricity consumption value is defined based on official tests, in conformity with the provisions of the EU Regulations in force at the time of homologation. In particular, the indicated values are calculated based on the WLTP test procedure. The electricity consumption values are only indicated for the purpose of comparing the vehicle data. The electricity consumption homologation values may not be representative of the effective electricity consumption values, which depend on many factors related, for example, to driving style, route, weather and road conditions and to vehicle condition, use and equipment. The electricity consumption values specified in this document refer to the versions of the vehicle with the highest and lowest values. These values may change depending on the selected equipment and/or tyre dimensions. The indicated electricity consumption values are not definitive and may evolve if the production cycle is modified. In any case, the official electricity consumption values of the purchased vehicle will be provided with its accompanying documents. If the electricity consumption values are required to calculate the taxes and duties due for the vehicle, please refer to the applicable law in force.



Trim levels of models and options may vary due to specific market or legal requirements. Some equipment described and/or illustrated in this brochure is optional. Refer to the price list for full information. FCA may change the models described in this brochure at any time for technical or commercial reasons. Fiat Marketing 02.2.3988.08 - S - 12/2020 - Printed in Italy - SO - Printed on chlorine-free paper.